

Rep Order# 6858425 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 107102

Printed: 09/27/2012 6:03 PM
Last Received: 09/26/2012 1:54 PM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () PATRIOT MAJORITY US
Product PAT MAJORITY USA
Estimate# 1884
Buyer Sarah Levene
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 84/91/1884
Flight Dates 09/27/2012 - 10/03/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

PLEASE SEE BELOW. THANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TH,SU-W	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$200.00	09/27-10/03	3	1	3	\$600.00	
	2	TH-F,M-W	2P-3P	THE DOCTORS	:30	\$325.00	09/27-10/03	3	1	3	\$975.00	
	3	TH-F,M-W	1230P-1P	NEWS 4: THE AGENDA	:30	\$325.00	09/27-10/03	3	1	3	\$975.00	
	4	TH-F,M-W	12P-1230P	NEWS 3 AT NOON	:30	\$500.00	09/27-10/03	3	1	3	\$1,500.00	
	5	SA	630P-730P	JEOPARDY/WHEEL OF FORTUNE	:30	\$525.00	09/29-09/29	1	1	1	\$525.00	
	6	TH-F,M-W	3P-4P	DR. PHIL	:30	\$600.00	09/27-10/03	3	1	3	\$1,800.00	
	7	TH-F,M-W	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$600.00	09/27-10/03	3	1	3	\$1,800.00	
	8	SA	5P-630P	KSNV EARLY NEWS	:30	\$675.00	09/29-09/29	1	1	1	\$675.00	
	9	SA-SU	9A-930A	NEWS 3 TODAY/WKEND	:30	\$750.00	09/29-09/30	1	1	1	\$750.00	
	10	TH-F,M-W	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$750.00	09/27-10/03	3	1	3	\$2,250.00	
	11	TH-F,M-W	430P-5P	NEWS 4 AT 430P	:30	\$900.00	09/27-10/03	2	1	2	\$1,800.00	
*12	SU	930A-10A	CHRIS MATTHEWS SHOW	:30	\$900.00	09/30-09/30	1	1	1	\$900.00		
Station Remark: V2 NA DT GOLF												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*13	SA	7A-9A	SATURDAY TODAY	:30	\$900.00	09/29-09/29	1	1	1	\$900.00	
		Station Remark: V2 NOT NA - AIRING 5-6 DT GOLF										
	14	TH-F,M-W	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$900.00	09/27-10/03	2	1	2	\$1,800.00	
	15	TH-F,M-W	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$1,000.00	09/27-10/03	4	1	4	\$4,000.00	
	16	SU	10P-11P	LAW & ORDER	:30	\$1,200.00	09/30-09/30	1	1	1	\$1,200.00	
	17	TH-F,M-W	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,400.00	09/27-10/03	3	1	3	\$4,200.00	
	18	SA	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,400.00	09/29-09/29	1	1	1	\$1,400.00	
	19	TH-F,M-W	630P-730P	JEOPARDY/WHEEL OF FORTUNE	:30	\$1,700.00	09/27-10/03	5	1	5	\$8,500.00	
	20	TH-F,M-W	5P-630P	EARLY NEWS	:30	\$1,800.00	09/27-10/03	8	1	8	\$14,400.00	
	21	TH-F,M-W	7A-9A	TODAY SHOW	:30	\$1,900.00	09/27-10/03	8	1	8	\$15,200.00	
	22	F	9P-10P	GRIMM	:30	\$2,600.00	09/28-09/28	1	1	1	\$2,600.00	
	23	TH	10P-11P	ROCK CENTER WITH BRIAN WILLIAMS	:30	\$3,200.00	09/27-09/27	1	1	1	\$3,200.00	
	24	W	9P-10P	LAW AND ORDER SVU	:30	\$4,000.00	10/03-10/03	1	1	1	\$4,000.00	
	25	M	8P-10P	THE VOICE	:30	\$4,000.00	10/01-10/01	1	1	1	\$4,000.00	
	26	SU	530P-830P	SUN NT FB: SD & N ORLEANS	:30	\$14,000.00	09/30-09/30	1	1	1	\$14,000.00	

---REPORT TOTALS---

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 Advertiser () PATRIOT MAJORITY US
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 Fax#
 Report Totals: 65 / \$93,950.00
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---SALES MONTHLY TOTALS---

Sep 12: 30 / \$49,150.00 Oct 12: 35 / \$44,800.00
 Sales Totals: 65 / \$93,950.00
 Station Totals: 65 / \$93,950.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$329,649	CATV	0%	KBLR	0%	KINC	0%	KLAS	23%	KSNV	28%
		KTNV	24%	KTUD	0%	KVCW	1%	KVMY	2%	KVVU	20%
		XXXX	0%								

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12
 Demos RA35+

---CREDIT RISK---

CASH IN ADVANCE